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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : David J. Miller ✓
Patent No. : n/a
Issue Date : n/a
Serial No. : 09/629,262 ✓
Filed : 7/31/2000
Title : Method And Facility For Displaying Customer Activity And Value

Art Unit : 3625
Examiner : Mark A. Fadok

Commissioner for Patents
Alexandria, VA 22313-1450

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P.D.
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RESPONSE

JUN 9 2003

GROUP 3600

Dear Sir:

The Office Action of February 26, 2003, has been carefully considered. In response thereto, please enter the following amendments and consider the following remarks.

CLAIMS WITH MARKINGS TO SHOW CHANGES MADE

Please amend the following claims as follows:

Sub C1 } 1. (Twice Amended) A method of displaying information about a multitude of different customers

comprising:

for each customer, receiving a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

decaying the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

increasing the numeric value associated with the recency indicator over time according to recent activity by each customer

for each customer, generating a symbol; and
arranging the symbols spatially in a galaxy layout according to a polar coordinate